

## BAB V

### KESIMPULAN, IMPLIKASI MANAJERIAL DAN SARAN

#### 5.1. Kesimpulan

Berdasarkan uraian-uraian yang telah penulis kemukakan maka dapat ditarik beberapa kesimpulan sebagai berikut :

1. Jenis kelamin tidak signifikan berbeda terhadap pengetahuan rasa, ingatan nama merek dan warna logo kartun. Hal ini dapat disebabkan karena pengetahuan rasa, ingatan nama merek dan warna logo kartun antara wanita dan laki-laki sama.
2. Tingkat kelas signifikan berbeda terhadap pengetahuan rasa, ingatan nama

pengetahuan rasa, ingatan nama merek dan warna logo kartun anak kelas satu, tiga dan lima berbeda-beda, semakin tinggi kelas maka semakin mengetahui rasa, ingatan nama merek semakin baik dan warna logo kartun semakin baik.

3. Pada pengetahuan rasa dari produk snack Chiki, Taro dan Cheetos terdapat kesimpulan bahwa pengetahuan rasa dari snack Chiki lebih banyak diketahui oleh responden. Lebih banyak responden yang dapat menjawab semua rasa yang ada pada snack Chiki, rasa yang ada pada snack Chiki adalah coklat, keju dan ayam.
4. Pada ingatan nama merek dari produk snack Chiki, Taro dan Cheetos terdapat kesimpulan bahwa ingatan nama merek dari snack Taro lebih

diingat oleh responden. Responden lebih banyak menjawab dengan benar nama merek Taro.

5. Pada warna logo kartun dari produk snack Chiki, Taro dan Cheetos terdapat kesimpulan bahwa responden lebih besar warna logo kartun pada snack Chiki.

## 5.2. Implikasi manajerial

Implikasi manajerial dari pembahasan dan hasil analisis dalam penelitian tentang analisis anak-anak terhadap kemasan *snack* yang memiliki logo kartun, merek terkenal dan memiliki berbagai rasa yang berbeda ini diharapkan dapat bermanfaat bagi pihak-pihak yang berkepentingan terutama bagi produsen atau pemasar snack. Implikasi manajerial dalam penelitian ini adalah sebagai berikut :

1. Penamaan rasa yang sederhana dalam penulisannya dan mudah dalam pengucapannya.
2. Pada pemberian warna logo kartun, responden lebih besar warna logo kartunnya pada logo kartun yang memiliki komposisi warna yang sederhana dan yang menggunakan warna-warna dasar seperti warna logo kartun pada snack Chiki, bila produsen ingin konsumen dapat dengan mudah mengingat logo produk yang dia pakai pada produknya, sebaiknya menggunakan warna logo kartun yang sederhana dan yang menggunakan warna-warna dasar seperti warna biru, kuning, merah, putih dan hitam.

### 5.3. Saran bagi penelitian selanjutnya.

Saran bagi penelitian selanjutnya terhadap analisis *visual memory* anak-anak terhadap kemasan *snack* yang memiliki logo kartun, merek terkenal dan memiliki berbagai rasa yang berbeda adalah :

1. Untuk penelitian yang lebih baik tentang analisis *visual memory* anak-anak terhadap kemasan *snack* sebaiknya tidak hanya pengetahuan rasa, ingatan nama merek dan warna logo kartun saja lebih baik lagi bila ditambah variabel lain lagi seperti apakah komposisi yang terkandung di kemasan dibaca dan diingat oleh konsumen, bisa juga slogan dan juga warna dasar dari kemasan.
2. Subjek penelitian yang diminta untuk berpartisipasi sebaiknya lebih dari satu sekolah.
3. Obyek penelitiannya lebih baik lagi bila menggunakan obyek penelitian yang lebih banyak tidak hanya tiga obyek yang telah dilakukan sekarang, sehingga dapat lebih banyak yang diteliti.

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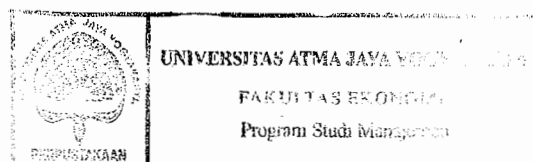
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*Lampiran*

Nama :  
Jenis kelamin :  
Kelas :  
Umur :



Apakah nama makanan ini ?

.....

Makanan ini memiliki rasa apa saja ?

1. ....

2. ....

3. ....



Apakah nama makanan ini ?

.....

Makanan ini memiliki rasa apa saja ?

1. ....

2. ....

3. ....

4. ....

5. ....





Apakah nama makanan ini ?

.....

Makanan ini memiliki rasa apa saja ?

1. ....

2. ....

3. ....

### Data hasil observasi Chiki

NO	Jenis kelamin	KELAS	Logo Chiki	Merek Chiki	Rasa Chiki
1	2	1	0	0	0
2	2	1	1	1	0
3	2	1	0	1	1
4	2	1	0	1	0
5	2	1	1	0	0
6	2	1	0	0	1
7	2	1	1	1	3
8	2	1	1	1	0
9	2	1	0	1	3
10	2	1	1	0	1
11	2	1	0	0	0
12	2	1	0	0	0
13	2	1	0	1	1
14	2	1	0	1	2
15	2	1	0	0	0
16	2	1	0	1	3
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18	2	1	0	0	0
19	2	1	0	0	0
20	1	1	0	1	3
21	1	1	0	1	3
22	1	1	1	1	2
23	1	1	0	0	0
24	1	1	0	0	0
25	1	1	1	1	0
26	1	1	0	0	3
27	1	1	0	0	0
28	1	1	0	0	0
29	1	1	0	0	0
30	1	1	0	0	0
31	1	1	0	1	2
32	1	1	0	0	0
33	1	1	0	1	0
34	1	1	0	0	0
35	1	3	0	0	2
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37	2	3	1	1	3
38	2	3	1	1	3
39	1	3	1	1	3
40	1	3	1	1	3
41	2	3	1	1	3
42	2	3	1	1	2
43	1	3	1	1	2
44	1	3	1	1	3
45	1	3	1	1	2

NO	Jenis kelamin	KELAS	Logo Chiki	Merek Chiki	Rasa Chiki
46	1	3	1	1	3
47	1	3	1	1	3
48	2	3	1	1	3
49	1	3	1	1	2
50	1	3	1	1	3
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54	1	3	1	1	3
55	1	3	1	1	2
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57	2	3	0	1	2
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60	1	3	1	1	3
61	2	3	0	1	3
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73	2	3	1	1	3
74	2	3	1	1	0
75	1	5	1	1	3
76	1	5	1	1	3
77	1	5	1	1	3
78	1	5	0	1	3
79	2	5	0	1	2
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85	2	5	1	1	3
86	1	5	1	1	3
87	2	5	1	1	3
88	1	5	1	1	3
89	1	5	1	1	3
90	1	5	1	1	3
91	2	5	0	1	2

NO	Jenis kelamin	KELAS	Logo Chiki	Merek Chiki	Rasa Chiki
92	1	5	0	1	3
93	2	5	1	0	2
94	1	5	0	1	3
95	2	5	1	1	3
96	2	5	1	1	3
97	2	5	1	1	3
98	2	5	0	1	3
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100	2	5	1	1	3
101	2	5	1	1	3
102	1	5	1	1	3
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121	1	5	0	1	2
122	1	5	0	1	2
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124	2	5	0	1	3
125	2	5	0	1	3
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128	2	5	0	1	1
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133	2	5	0	1	3
134	2	5	0	1	2
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136	1	5	0	1	2
137	2	5	0	1	3

NO	Jenis kelamin	KELAS	Logo Chiki	Merek Chiki	Rasa Chiki
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151	2	5	0	1	3
152	2	5	0	1	3

### Data hasil observasi Taro

NO	Jenis kelamin	KELAS	Logo Taro	Merek Taro	Rasa Taro
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2	2	1	1	1	2
3	2	1	0	1	2
4	2	1	0	0	0
5	2	1	0	1	2
6	2	1	0	1	3
7	2	1	0	1	3
8	2	1	0	1	0
9	2	1	0	1	4
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15	2	1	1	1	0
16	2	1	0	1	2
17	2	1	0	1	0
18	2	1	0	0	0
19	2	1	0	1	0
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21	1	1	0	1	1
22	1	1	0	1	3
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37	2	3	0	1	4
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40	1	3	0	1	5
41	2	3	0	1	4

NO	Jenis kelamin	KELAS	Logo Taro	Merek Taro	Rasa Taro
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44	1	3	1	1	4
45	1	3	0	0	0
46	1	3	1	1	4
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48	2	3	1	1	4
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65	2	3	0	1	3
66	2	3	0	1	5
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77	1	5	0	1	4
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79	2	5	1	1	4
80	1	5	1	1	4
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82	1	5	1	1	5
83	2	5	1	1	1
84	1	5	1	0	5

NO	Jenis kelamin	KELAS	Logo Taro	Merek Taro	Rasa Taro
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89	1	5	0	1	5
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91	2	5	1	1	4
92	1	5	0	1	4
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124	2	5	1	1	4
125	2	5	0	1	4
126	2	5	0	1	5
127	1	5	0	1	4



NO	Jenis kelamin	KELAS	Logo Taro	Merek Taro	Rasa Taro
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129	1	5	1	1	5
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131	1	5	1	1	5
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147	1	5	0	1	4
148	1	5	0	1	5
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151	2	5	0	1	4
152	2	5	0	0	4

### Data hasil observasi Cheetos

NO	Jenis kelamin	KELAS	Logo Cheetos	Merek Cheetos	Rasa Cheetos
1	2	1	1	0	1
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5	2	1	0	0	1
6	2	1	0	1	2
7	2	1	1	1	3
8	2	1	1	1	0
9	2	1	0	1	2
10	2	1	0	0	3
11	2	1	0	0	0
12	2	1	0	0	0
13	2	1	0	1	0
14	2	1	1	0	0
15	2	1	1	1	0
16	2	1	0	0	1
17	2	1	0	0	0
18	2	1	0	1	2
19	2	1	0	0	0
20	1	1	1	1	1
21	1	1	0	1	1
22	1	1	1	0	3
23	1	1	1	0	0
24	1	1	0	0	0
25	1	1	1	1	0
26	1	1	0	0	2
27	1	1	0	1	2
28	1	1	0	0	0
29	1	1	0	0	0
30	1	1	0	0	0
31	1	1	0	0	1
32	1	1	0	0	0
33	1	1	0	0	0
34	1	1	0	1	0
35	1	3	1	1	2
36	2	3	1	1	1
37	2	3	0	1	3
38	2	3	1	0	3
39	1	3	1	1	3
40	1	3	0	0	0
41	2	3	1	0	3

NO	Jenis kelamin	KELAS	Logo Cheetos	Merek Cheetos	Rasa Cheetos
42	2	3	0	0	2
43	1	3	0	1	3
44	1	3	1	1	3
45	1	3	0	0	0
46	1	3	1	1	3
47	1	3	0	0	0
48	2	3	1	1	3
49	1	3	0	1	3
50	1	3	0	0	0
51	1	3	1	0	2
52	2	3	1	1	3
53	2	3	0	1	1
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55	1	3	0	0	0
56	2	3	0	1	2
57	2	3	0	1	3
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60	1	3	1	1	3
61	2	3	1	1	3
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70	2	3	1	1	2
71	1	3	0	0	3
72	1	3	1	1	3
73	2	3	1	1	3
74	2	3	1	1	0
75	1	5	1	1	2
76	1	5	0	1	3
77	1	5	1	1	3
78	1	5	1	0	3
79	2	5	1	0	3
80	1	5	1	1	3
81	2	5	1	1	2
82	1	5	1	1	2
83	2	5	1	1	3
84	1	5	1	0	3

NO	Jenis kelamin	KELAS	Logo Cheetos	Merek Cheetos	Rasa Cheetos
85	2	5	1	0	0
86	1	5	1	1	3
87	2	5	1	1	3
88	1	5	1	1	3
89	1	5	1	1	3
90	1	5	1	1	2
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97	2	5	1	1	2
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01	2	5	1	1	3
02	1	5	1	1	2
03	2	5	1	1	3
04	1	5	1	1	2
05	2	5	1	1	2
06	2	5	0	1	1
07	2	5	1	1	2
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11	2	5	0	1	1
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13	1	5	1	1	3
14	2	5	1	0	2
15	2	5	1	1	2
16	2	5	1	1	2
17	1	5	1	1	2
18	2	5	1	1	2
19	1	5	0	1	2
20	2	5	1	1	2
21	1	5	0	1	2
22	1	5	0	0	3
23	2	5	0	1	2
24	2	5	0	1	2
25	2	5	0	1	2
26	2	5	1	1	3
27	1	5	0	1	3

NO	Jenis kelamin	KELAS	Logo Cheetos	Merek Cheetos	Rasa Cheetos
128	2	5	0	1	3
129	1	5	0	1	2
130	2	5	1	1	2
131	1	5	1	1	3
132	1	5	1	1	3
133	2	5	0	1	3
134	2	5	0	1	3
135	1	5	1	1	2
136	1	5	0	0	2
137	2	5	0	1	2
138	1	5	0	1	3
139	2	5	1	1	2
140	2	5	0	1	3
141	2	5	0	1	2
142	2	5	0	0	3
143	2	5	0	1	2
144	2	5	0	1	2
145	1	5	0	1	3
146	2	5	0	1	2
147	1	5	1	1	3
148	1	5	0	0	3
149	1	5	1	1	3
150	1	5	1	1	3
151	2	5	0	0	3
152	2	5	1	1	3

## **Frequencies Chiki**

### **Statistics**

		SEX	KELAS	LOGO	MEREK	RASA
N	Valid	152	152	152	152	152
	Missing	0	0	0	0	0
Median		2.0000	5.0000	1.0000	1.0000	3.0000
Mode		2.00	5.00	1.00	1.00	3.00
Std. Deviation		.50096	1.62157	.50148	.37780	1.08571
Minimum		1.00	1.00	.00	.00	.00
Maximum		2.00	5.00	1.00	1.00	3.00

### **Frequency Table**

#### **SEX**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	72	47.4	47.4	47.4
	WANITA	80	52.6	52.6	100.0
	Total	152	100.0	100.0	

#### **KELAS**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KELAS SATU	34	22.4	22.4	22.4
	KELAS TIGA	40	26.3	26.3	48.7
	KELAS LIMA	78	51.3	51.3	100.0
	Total	152	100.0	100.0	

#### **LOGO**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SALAH	74	48.7	48.7	48.7
	BENAR	78	51.3	51.3	100.0
	Total	152	100.0	100.0	

#### **MEREK**

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SALAH	26	17.1	17.1	17.1
	BENAR	126	82.9	82.9	100.0
	Total	152	100.0	100.0	

### RASA

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid .00	23	15.1	15.1	15.1
1.00	6	3.9	3.9	19.1
2.00	34	22.4	22.4	41.4
3.00	89	58.6	58.6	100.0
Total	152	100.0	100.0	

### Jenis kelamin \* logo Chiki

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SEX * LOGO	152	100.0%	0	.0%	152	100.0%

#### SEX \* LOGO Crosstabulation

			LOGO		Total
			SALAH	BENAR	
SEX LAKI-LAKI	Count		29	43	72
	Expected Count		35.1	36.9	72.0
	% of Total		19.1%	28.3%	47.4%
WANITA	Count		45	35	80
	Expected Count		38.9	41.1	80.0
	% of Total		29.6%	23.0%	52.6%
Total	Count		74	78	152
	Expected Count		74.0	78.0	152.0
	% of Total		48.7%	51.3%	100.0%

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	3.870 <sup>b</sup>	1	.049		
Continuity Correction <sup>a</sup>	3.257	1	.071		
Likelihood Ratio	3.888	1	.049		
Fisher's Exact Test				.053	.035
Linear-by-Linear Association	3.844	1	.050		
N of Valid Cases	152				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 35.05.

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-.160	.080	-1.980	.050 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-.160	.080	-1.980	.050 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Jenis kelamin \* merek Chiki

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SEX * MEREK	152	100.0%	0	.0%	152	100.0%

#### SEX \* MEREK Crosstabulation

			MEREK		Total
			SALAH	BENAR	
SEX	LAKI-LAKI	Count	12	60	72
		Expected Count	12.3	59.7	72.0
		% of Total	7.9%	39.5%	47.4%
	WANITA	Count	14	66	80
		Expected Count	13.7	66.3	80.0
		% of Total	9.2%	43.4%	52.6%
Total		Count	26	126	152
		Expected Count	26.0	126.0	152.0
		% of Total	17.1%	82.9%	100.0%



### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.019 <sup>b</sup>	1	.892		
Continuity Correction <sup>a</sup>	.000	1	1.000		
Likelihood Ratio	.019	1	.892		
Fisher's Exact Test				1.000	.533
Linear-by-Linear Association	.018	1	.892		
N of Valid Cases	152				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 12.32.

### Symmetric Measures

	Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval Pearson's R	-.011	.081	-.135	.893 <sup>c</sup>
Ordinal by Ordinal Spearman Correlation	-.011	.081	-.135	.893 <sup>c</sup>
N of Valid Cases	152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Jenis kelamin \* rasa Chiki

## Crosstabs

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SEX * RASA	152	100.0%	0	.0%	152	100.0%

# **SEX \* RASA Crosstabulation**

			RASA				Total
			.00	1.00	2.00	3.00	
SEX	LAKI-LAKI	Count	10	0	14	48	72
		Expected Count	10.9	2.8	16.1	42.2	72.0
		% of Total	6.6%	.0%	9.2%	31.6%	47.4%
	WANITA	Count	13	6	20	41	80
		Expected Count	12.1	3.2	17.9	46.8	80.0
		% of Total	8.6%	3.9%	13.2%	27.0%	52.6%
Total	Count		23	6	34	89	152
	Expected Count		23.0	6.0	34.0	89.0	152.0
	% of Total		15.1%	3.9%	22.4%	58.6%	100.0%

## **Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	7.601 <sup>a</sup>	3	.055
Likelihood Ratio	9.904	3	.019
Linear-by-Linear Association	2.456	1	.117
N of Valid Cases	152		

a. 2 cells (25.0%) have expected count less than 5. The minimum expected count is 2.84.

## **Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-.128	.080	-1.575	.117 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-.152	.080	-1.878	.062 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Kelas \* logo Chiki

**Crosstabs**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
KELAS * LOGO	152	100.0%	0	.0%	152	100.0%

**KELAS \* LOGO Crosstabulation**

			LOGO		Total
			SALAH	BENAR	
KELAS	KELAS SATU	Count	26	8	34
		Expected Count	16.6	17.4	34.0
		% of Total	17.1%	5.3%	22.4%
	KELAS TIGA	Count	7	33	40
		Expected Count	19.5	20.5	40.0
		% of Total	4.6%	21.7%	26.3%
	KELAS LIMA	Count	41	37	78
		Expected Count	38.0	40.0	78.0
		% of Total	27.0%	24.3%	51.3%
Total		Count	74	78	152
		Expected Count	74.0	78.0	152.0
		% of Total	48.7%	51.3%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	26.548 <sup>a</sup>	2	.000
Likelihood Ratio	28.487	2	.000
Linear-by-Linear Association	1.652	1	.199
N of Valid Cases	152		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 16.55.

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.105	.080	1.288	.200 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.056	.084	.688	.492 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Kelas \* merek Chiki

## Crosstabs

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
KELAS * MEREK	152	100.0%	0	.0%	152	100.0%

### KELAS \* MEREK Crosstabulation

			MEREK		Total
			SALAH	BENAR	
KELAS	KELAS SATU	Count	19	15	34
		Expected Count	5.8	28.2	34.0
		% of Total	12.5%	9.9%	22.4%
	KELAS TIGA	Count	3	37	40
		Expected Count	6.8	33.2	40.0
		% of Total	2.0%	24.3%	26.3%
	KELAS LIMA	Count	4	74	78
		Expected Count	13.3	64.7	78.0
		% of Total	2.6%	48.7%	51.3%
Total	Count		26	126	152
	Expected Count		26.0	126.0	152.0
	% of Total		17.1%	82.9%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	46.549 <sup>a</sup>	2	.000
Likelihood Ratio	39.568	2	.000
Linear-by-Linear Association	35.815	1	.000
N of Valid Cases	152		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.82.

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.487	.076	6.829	.000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.453	.075	6.217	.000 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Kelas \* rasa Chiki

## Crosstabs

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
KELAS * RASA	152	100.0%	0	.0%	152	100.0%

### KELAS \* RASA Crosstabulation

			RASA				Total
			.00	1.00	2.00	3.00	
KELAS	KELAS SATU	Count	21	4	3	6	34
		Expected Count	5.1	1.3	7.6	19.9	34.0
		% of Total	13.8%	2.6%	2.0%	3.9%	22.4%
	KELAS TIGA	Count	2	1	12	25	40
		Expected Count	6.1	1.6	8.9	23.4	40.0
		% of Total	1.3%	.7%	7.9%	16.4%	26.3%
	KELAS LIMA	Count	0	1	19	58	78
		Expected Count	11.8	3.1	17.4	45.7	78.0
		% of Total	.0%	.7%	12.5%	38.2%	51.3%
Total	Count	23	6	34	89	152	
	Expected Count	23.0	6.0	34.0	89.0	152.0	
	% of Total	15.1%	3.9%	22.4%	58.6%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	87.378 <sup>a</sup>	6	.000
Likelihood Ratio	81.514	6	.000
Linear-by-Linear Association	63.636	1	.000
N of Valid Cases	152		

a. 3 cells (25.0%) have expected count less than 5. The minimum expected count is 1.34.

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig. <sup>c</sup>
Interval by Interval	Pearson's R	.649	.055	10.453	.000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.528	.071	7.612	.000 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## Frequencies Taro

### Statistics

		SEX	KELAS	LOGO	MEREK	RASA
N	Valid	152	152	152	152	152
	Missing	0	0	0	0	0
Median		2.0000	5.0000	.0000	1.0000	4.0000
Mode		2.00	5.00	.00	1.00	4.00
Std. Deviation		.50096	1.62157	.45802	.25995	1.65475
Minimum		1.00	1.00	.00	.00	.00
Maximum		2.00	5.00	1.00	1.00	5.00

### Frequency Table

#### SEX

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	72	47.4	47.4	47.4
	WANITA	80	52.6	52.6	100.0
	Total	152	100.0	100.0	

#### KELAS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KELAS SATU	34	22.4	22.4	22.4
	KELAS TIGA	40	26.3	26.3	48.7
	KELAS LIMA	78	51.3	51.3	100.0
	Total	152	100.0	100.0	

#### LOGO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SALAH	107	70.4	70.4	70.4
	BENAR	45	29.6	29.6	100.0
	Total	152	100.0	100.0	

#### MEREK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SALAH	11	7.2	7.2	7.2
	BENAR	141	92.8	92.8	100.0
	Total	152	100.0	100.0	

### RASA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	20	13.2	13.2	13.2
	1.00	5	3.3	3.3	16.4
	2.00	6	3.9	3.9	20.4
	3.00	25	16.4	16.4	36.8
	4.00	49	32.2	32.2	69.1
	5.00	47	30.9	30.9	100.0
	Total	152	100.0	100.0	

Jenis kelamin \* logo Taro

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SEX * LOGO	152	100.0%	0	.0%	152	100.0%

#### SEX \* LOGO Crosstabulation

			LOGO		Total
			SALAH	BENAR	
SEX	LAKI-LAKI	Count	53	19	72
		Expected Count	50.7	21.3	72.0
		% of Total	34.9%	12.5%	47.4%
	WANITA	Count	54	26	80
		Expected Count	56.3	23.7	80.0
		% of Total	35.5%	17.1%	52.6%
Total		Count	107	45	152
		Expected Count	107.0	45.0	152.0
		% of Total	70.4%	29.6%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.679 <sup>b</sup>	1	.410		
Continuity Correction <sup>a</sup>	.417	1	.518		
Likelihood Ratio	.681	1	.409		
Fisher's Exact Test				.478	.259
Linear-by-Linear Association	.675	1	.411		
N of Valid Cases	152				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 21.32.

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.067	.081	.820	.413 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.067	.081	.820	.413 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

### Jenis kelamin \* merek Taro

## Crosstabs

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SEX * MEREK	152	100.0%	0	.0%	152	100.0%

### SEX \* MEREK Crosstabulation

			MEREK		Total
			SALAH	BENAR	
SEX	LAKI-LAKI	Count	7	65	72
		Expected Count	5.2	66.8	72.0
		% of Total	4.6%	42.8%	47.4%
	WANITA	Count	4	76	80
		Expected Count	5.8	74.2	80.0
		% of Total	2.6%	50.0%	52.6%
Total	Count		11	141	152
	Expected Count		11.0	141.0	152.0
	% of Total		7.2%	92.8%	100.0%



### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.259 <sup>b</sup>	1	.262		
Continuity Correction <sup>a</sup>	.654	1	.419		
Likelihood Ratio	1.266	1	.260		
Fisher's Exact Test				.351	.210
Linear-by-Linear Association	1.250	1	.263		
N of Valid Cases	152				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 5.21.

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.091	.079	1.119	.265 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.091	.079	1.119	.265 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Jenis kelamin \* rasa Taro

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SEX * RASA	152	100.0%	0	.0%	152	100.0%

#### SEX \* RASA Crosstabulation

			RASA						Total
			.00	1.00	2.00	3.00	4.00	5.00	
SEX	LAKI-LAKI	Count	11	2	1	13	20	25	72
		Expected Count	9.5	2.4	2.8	11.8	23.2	22.3	72.0
		% of Total	7.2%	1.3%	.7%	8.6%	13.2%	16.4%	47.4%
	WANITA	Count	9	3	5	12	29	22	80
		Expected Count	10.5	2.8	3.2	13.2	25.8	24.7	80.0
		% of Total	5.9%	2.0%	3.3%	7.9%	19.1%	14.5%	52.6%
	Total	Count	20	5	6	25	49	47	152
		Expected Count	20.0	5.0	6.0	25.0	49.0	47.0	152.0
		% of Total	13.2%	3.3%	3.9%	16.4%	32.2%	30.9%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.543 <sup>a</sup>	5	.474
Likelihood Ratio	4.786	5	.443
Linear-by-Linear Association	.001	1	.979
N of Valid Cases	152		

a. 4 cells (33.3%) have expected count less than 5. The minimum expected count is 2.37.

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-.002	.081	-.026	.979 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-.031	.082	-.378	.706 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Kelas \* logo Taro

**Crosstabs**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
KELAS * LOGO	152	100.0%	0	.0%	152	100.0%

**KELAS \* LOGO Crosstabulation**

			LOGO		Total
			SALAH	BENAR	
KELAS	KELAS SATU	Count	32	2	34
		Expected Count	23.9	10.1	34.0
		% of Total	21.1%	1.3%	22.4%
	KELAS TIGA	Count	33	7	40
		Expected Count	28.2	11.8	40.0
		% of Total	21.7%	4.6%	26.3%
	KELAS LIMA	Count	42	36	78
		Expected Count	54.9	23.1	78.0
		% of Total	27.6%	23.7%	51.3%
Total		Count	107	45	152
		Expected Count	107.0	45.0	152.0
		% of Total	70.4%	29.6%	100.0%

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	22.243 <sup>a</sup>	2	.000
Likelihood Ratio	24.695	2	.000
Linear-by-Linear Association	21.124	1	.000
N of Valid Cases	152		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 10.07.

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.374	.061	4.939	.000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.381	.064	5.045	.000 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Kelas \* merek Taro

**Crosstabs**

**Case Processing Summary**

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
KELAS * MEREK	152	100.0%	0	.0%	152	100.0%

**KELAS \* MEREK Crosstabulation**

			MEREK		Total
			SALAH	BENAR	
KELAS	KELAS SATU	Count	7	27	34
		Expected Count	2.5	31.5	34.0
		% of Total	4.6%	17.8%	22.4%
	KELAS TIGA	Count	2	38	40
		Expected Count	2.9	37.1	40.0
		% of Total	1.3%	25.0%	26.3%
	KELAS LIMA	Count	2	76	78
		Expected Count	5.6	72.4	78.0
		% of Total	1.3%	50.0%	51.3%
Total	Count	11	141	152	
	Expected Count	11.0	141.0	152.0	
	% of Total	7.2%	92.8%	100.0%	

**Chi-Square Tests**

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	11.863 <sup>a</sup>	2	.003
Likelihood Ratio	9.897	2	.007
Linear-by-Linear Association	9.986	1	.002
N of Valid Cases	152		

a. 2 cells (33.3%) have expected count less than 5. The minimum expected count is 2.46.

**Symmetric Measures**

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.257	.084	3.259	.001 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.242	.080	3.061	.003 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

# Kelas \* Rasa Taro

## Crosstabs

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
KELAS * RASA	152	100.0%	0	.0%	152	100.0%

### KELAS \* RASA Crosstabulation

			RASA					Total	
			.00	1.00	2.00	3.00	4.00		5.00
KELAS	KELAS SATU	Count	16	4	4	6	3	1	34
		Expected Count	4.5	1.1	1.3	5.6	11.0	10.5	34.0
		% of Total	10.5%	2.6%	2.6%	3.9%	2.0%	.7%	22.4%
	KELAS TIGA	Count	3	0	2	12	10	13	40
		Expected Count	5.3	1.3	1.6	6.6	12.9	12.4	40.0
		% of Total	2.0%	.0%	1.3%	7.9%	6.6%	8.6%	26.3%
	KELAS LIMA	Count	1	1	0	7	36	33	78
		Expected Count	10.3	2.6	3.1	12.8	25.1	24.1	78.0
		% of Total	.7%	.7%	.0%	4.6%	23.7%	21.7%	51.3%
Total	Count	20	5	6	25	49	47	152	
	Expected Count	20.0	5.0	6.0	25.0	49.0	47.0	152.0	
	% of Total	13.2%	3.3%	3.9%	16.4%	32.2%	30.9%	100.0%	

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	87.356 <sup>a</sup>	10	.000
Likelihood Ratio	87.794	10	.000
Linear-by-Linear Association	64.695	1	.000
N of Valid Cases	152		

a. 7 cells (38.9%) have expected count less than 5. The minimum expected count is 1.12.

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.655	.053	10.604	.000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.582	.061	8.768	.000 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

## Frequencies Cheetos

### Statistics

		SEX	KELAS	LOGO	MEREK	RASA
N	Valid	152	152	152	152	152
	Missing	0	0	0	0	0
Median		2.0000	5.0000	1.0000	1.0000	2.0000
Mode		2.00	5.00	1.00	1.00	3.00
Std. Deviation		.50096	1.62157	.49812	.44865	1.07019
Minimum		1.00	1.00	.00	.00	.00
Maximum		2.00	5.00	1.00	1.00	3.00

### Frequency Table

#### SEX

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	LAKI-LAKI	72	47.4	47.4	47.4
	WANITA	80	52.6	52.6	100.0
	Total	152	100.0	100.0	

#### KELAS

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	KELAS SATU	34	22.4	22.4	22.4
	KELAS TIGA	40	26.3	26.3	48.7
	KELAS LIMA	78	51.3	51.3	100.0
	Total	152	100.0	100.0	

#### LOGO

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SALAH	67	44.1	44.1	44.1
	BENAR	85	55.9	55.9	100.0
	Total	152	100.0	100.0	

#### MEREK

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	SALAH	42	27.6	27.6	27.6
	BENAR	110	72.4	72.4	100.0
	Total	152	100.0	100.0	

### RASA

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	.00	25	16.4	16.4	16.4
	1.00	10	6.6	6.6	23.0
	2.00	54	35.5	35.5	58.6
	3.00	63	41.4	41.4	100.0
Total		152	100.0	100.0	

### Jenis kelamin \* logo Cheetos

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SEX * LOGO	152	100.0%	0	.0%	152	100.0%

#### SEX \* LOGO Crosstabulation

			LOGO		Total
			SALAH	BENAR	
SEX	LAKI-LAKI	Count	33	39	72
		Expected Count	31.7	40.3	72.0
		% of Total	21.7%	25.7%	47.4%
	WANITA	Count	34	46	80
		Expected Count	35.3	44.7	80.0
		% of Total	22.4%	30.3%	52.6%
Total		Count	67	85	152
		Expected Count	67.0	85.0	152.0
		% of Total	44.1%	55.9%	100.0%

#### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.171 <sup>b</sup>	1	.679		
Continuity Correction <sup>a</sup>	.062	1	.803		
Likelihood Ratio	.171	1	.679		
Fisher's Exact Test				.744	.401
Linear-by-Linear Association	.170	1	.680		
N of Valid Cases	152				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 31.74.

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.034	.081	.411	.682 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.034	.081	.411	.682 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Jenis kelamin \* merek Cheetos

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SEX * MEREK	152	100.0%	0	.0%	152	100.0%

#### SEX \* MEREK Crosstabulation

			MEREK		Total
			SALAH	BENAR	
SEX	LAKI-LAKI	Count	23	49	72
		Expected Count	19.9	52.1	72.0
		% of Total	15.1%	32.2%	47.4%
	WANITA	Count	19	61	80
		Expected Count	22.1	57.9	80.0
		% of Total	12.5%	40.1%	52.6%
Total	Count	42	110	152	
	Expected Count	42.0	110.0	152.0	
	% of Total	27.6%	72.4%	100.0%	



### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	1.273 <sup>b</sup>	1	.259		
Continuity Correction <sup>a</sup>	.896	1	.344		
Likelihood Ratio	1.272	1	.259		
Fisher's Exact Test				.280	.172
Linear-by-Linear Association	1.264	1	.261		
N of Valid Cases	152				

a. Computed only for a 2x2 table

b. 0 cells (.0%) have expected count less than 5. The minimum expected count is 19.89.

### Symmetric Measures

	Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval Pearson's R	.091	.081	1.125	.262 <sup>c</sup>
Ordinal by Ordinal Spearman Correlation	.091	.081	1.125	.262 <sup>c</sup>
N of Valid Cases	152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Jenis kelamin \* rasa Cheetos

### Crosstabs

#### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
SEX * RASA	152	100.0%	0	.0%	152	100.0%

# SEX \* RASA Crosstabulation

			RASA				Total
			.00	1.00	2.00	3.00	
SEX	LAKI-LAKI	Count	14	3	21	34	72
		Expected Count	11.8	4.7	25.6	29.8	72.0
		% of Total	9.2%	2.0%	13.8%	22.4%	47.4%
	WANITA	Count	11	7	33	29	80
		Expected Count	13.2	5.3	28.4	33.2	80.0
		% of Total	7.2%	4.6%	21.7%	19.1%	52.6%
Total	Count		25	10	54	63	152
	Expected Count		25.0	10.0	54.0	63.0	152.0
	% of Total		16.4%	6.6%	35.5%	41.4%	100.0%

## Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	4.615 <sup>a</sup>	3	.202
Likelihood Ratio	4.672	3	.197
Linear-by-Linear Association	.057	1	.811
N of Valid Cases	152		

a. 1 cells (12.5%) have expected count less than 5. The minimum expected count is 4.74.

## Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	-.020	.082	-.239	.811 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	-.061	.082	-.754	.452 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

# Kelas \* logo Cheetos

## Crosstabs

### Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
KELAS * LOGO	152	100.0%	0	.0%	152	100.0%

### KELAS \* LOGO Crosstabulation

			LOGO		Total
			SALAH	BENAR	
KELAS SATU	Count		23	11	34
	Expected Count		15.0	19.0	34.0
	% of Total		15.1%	7.2%	22.4%
KELAS TIGA	Count		17	23	40
	Expected Count		17.6	22.4	40.0
	% of Total		11.2%	15.1%	26.3%
KELAS LIMA	Count		27	51	78
	Expected Count		34.4	43.6	78.0
	% of Total		17.8%	33.6%	51.3%
Total	Count		67	85	152
	Expected Count		67.0	85.0	152.0
	% of Total		44.1%	55.9%	100.0%

### Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	10.536 <sup>a</sup>	2	.005
Likelihood Ratio	10.601	2	.005
Linear-by-Linear Association	9.622	1	.002
N of Valid Cases	152		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 14.99.

### Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.252	.078	3.195	.002 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.242	.079	3.053	.003 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Kelas \* merek Cheetos

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
KELAS * MEREK	152	100.0%	0	.0%	152	100.0%

KELAS \* MEREK Crosstabulation

			MEREK		Total
			SALAH	BENAR	
KELAS	KELAS SATU	Count	20	14	34
		Expected Count	9.4	24.6	34.0
		% of Total	13.2%	9.2%	22.4%
	KELAS TIGA	Count	11	29	40
		Expected Count	11.1	28.9	40.0
		% of Total	7.2%	19.1%	26.3%
	KELAS LIMA	Count	11	67	78
		Expected Count	21.6	56.4	78.0
		% of Total	7.2%	44.1%	51.3%
Total	Count	42	110	152	
	Expected Count	42.0	110.0	152.0	
	% of Total	27.6%	72.4%	100.0%	

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	23.683 <sup>a</sup>	2	.000
Likelihood Ratio	22.603	2	.000
Linear-by-Linear Association	22.405	1	.000
N of Valid Cases	152		

a. 0 cells (.0%) have expected count less than 5. The minimum expected count is 9.39.

Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.385	.078	5.112	.000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.372	.077	4.913	.000 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

Kelas \* rasa Cheetos

Crosstabs

Case Processing Summary

	Cases					
	Valid		Missing		Total	
	N	Percent	N	Percent	N	Percent
KELAS * RASA	152	100.0%	0	.0%	152	100.0%

KELAS \* RASA Crosstabulation

			RASA				Total
			.00	1.00	2.00	3.00	
KELAS	KELAS SATU	Count	18	6	7	3	34
		Expected Count	5.6	2.2	12.1	14.1	34.0
		% of Total	11.8%	3.9%	4.6%	2.0%	22.4%
	KELAS TIGA	Count	6	2	8	24	40
		Expected Count	6.6	2.6	14.2	16.6	40.0
		% of Total	3.9%	1.3%	5.3%	15.8%	26.3%
	KELAS LIMA	Count	1	2	39	36	78
		Expected Count	12.8	5.1	27.7	32.3	78.0
		% of Total	.7%	1.3%	25.7%	23.7%	51.3%
Total	Count		25	10	54	63	152
	Expected Count		25.0	10.0	54.0	63.0	152.0
	% of Total		16.4%	6.6%	35.5%	41.4%	100.0%

Chi-Square Tests

	Value	df	Asymp. Sig. (2-sided)
Pearson Chi-Square	68.801 <sup>a</sup>	6	.000
Likelihood Ratio	68.894	6	.000
Linear-by-Linear Association	43.263	1	.000
N of Valid Cases	152		

a. 2 cells (16.7%) have expected count less than 5. The minimum expected count is 2.24.

Symmetric Measures

		Value	Asymp. Std. Error <sup>a</sup>	Approx. T <sup>b</sup>	Approx. Sig.
Interval by Interval	Pearson's R	.535	.060	7.761	.000 <sup>c</sup>
Ordinal by Ordinal	Spearman Correlation	.416	.074	5.601	.000 <sup>c</sup>
N of Valid Cases		152			

a. Not assuming the null hypothesis.

b. Using the asymptotic standard error assuming the null hypothesis.

c. Based on normal approximation.

**Tabel X<sup>2</sup>**

df	0.05	0.025	0.01
1	3.841	5.024	6.635
2	5.991	7.378	9.210
3	7.815	9.348	11.345
4	9.488	11.143	13.277
5	11.070	12.832	15.086
6	12.592	14.449	16.812
7	14.067	16.013	18.475
8	15.507	17.535	20.090
9	16.919	19.023	21.666
10	18.307	20.483	23.209
11	19.675	21.920	24.725
12	21.026	23.337	26.217
13	22.362	24.736	27.688
14	23.685	26.119	29.141
15	24.996	27.488	30.578
16	26.296	28.845	32.000
17	27.587	30.191	33.409
18	28.869	31.526	34.805
19	30.144	32.852	36.191
20	31.410	34.170	37.566
21	32.671	35.479	38.932
22	33.924	36.781	40.289
23	35.172	38.076	41.638
24	36.415	39.364	42.980
25	37.652	40.646	44.314
26	38.885	41.923	45.642
27	40.113	43.195	46.963
28	41.337	44.461	48.278
29	42.557	45.722	49.588
30	43.773	46.979	50.892
31	44.985	48.232	52.191
32	46.194	49.480	53.486
33	47.400	50.725	54.775
34	48.602	51.966	56.061
35	49.802	53.203	57.342
36	50.998	54.437	58.619
37	52.192	55.668	59.893
38	53.384	56.895	61.162
39	54.572	58.120	62.428
40	55.758	59.342	63.691
41	56.942	60.561	64.950
42	58.124	61.777	66.206
43	59.304	62.990	67.459
44	60.481	64.201	68.710
45	61.656	65.410	69.957
46	62.830	66.616	71.201
47	64.001	67.821	72.443
48	65.171	69.023	73.683
49	66.339	70.222	74.919
50	67.505	71.420	76.154

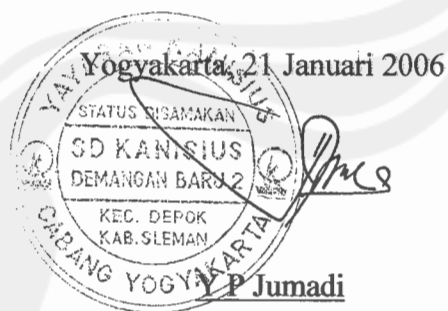
sumber : Magic 2000 Solver telp (0274) 523858

## **SURAT KETERANGAN**

Dengan ini kami menerangkan bahwa :

Nama : RUDI  
Nomor Mahasiswa : 01 03 12980 / EM  
Asal : Universitas Atma Jaya Yogyakarta

Pada tanggal 12 Januari 2006 sampai dengan 21 Januari 2006 telah melakukan penelitian di SD Kanisius Demangan Baru dengan melakukan eksperimen kepada anak-anak didik kami. Eksperimen ini dilakukan sebagai sarana untuk memperoleh data pendukung skripsi.



NIP : 130 690 268

KEPALA SD KANISIUS